WHAT IS CLAIMED IS:

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fa. f. mai ugm fa.st Cast Com A data retrieval system for retrieving data from a digital broadcast signal, wherein the digital broadcast signal includes at least one television programming packet and at least one data packet that contains the data, the system comprising:

a digital receiver adapted to receive the digital broadcast signal and adapted to separate the data from the digital broadcast signal;

a portable data storage device in communication with the digital receiver adapted to receive the data from the digital receiver and further adapted to store the data.

- 2. The data retrieval system of claim 1 wherein the digital receiver comprises:
- a tuner that is adapted to tune to the digital broadcast signal;
- a demodulator coupled to the tuner and adapted to demodulate the digital broadcast signal;
 - a controller arranged to acquire the data; and
- a transceiver coupled to the controller, wherein the controller causes the data to be supplied to the transceiver for transmission to the portable data storage device.

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3. The data retrieval system of claim 2 wherein the transceiver comprises a first transceiver, and further wherein the portable data storage device comprises:

a second transceiver that receives the data transmitted by the first transceiver;

a memory coupled to the second transceiver that stores the data received by the second transceiver;

a processor coupled to the memory, wherein the processor causes the data received by the second transceiver to be stored in the memory, wherein the processor is adapted to generate a data request signal for transmission by the second transceiver to the first transceiver, and wherein the data request signal includes a request for the data; and

an input device coupled to the processor that accepts input by a user, wherein the input causes the processor to generate the data request signal.

4. The data retrieval system of claim 3 wherein the first transceiver receives the data request signal from the second transceiver and transfers the data request signal to the controller and further wherein the controller responds to the data request signal by causing the data to be transmitted to the portable data storage device.

- 5. The data retrieval system of claim 3 wherein the portable data storage device further comprises a sound generating circuit coupled to the processor and further wherein the processor causes the sound generating circuit to generate a tone that signals when the data has been stored.
- 6. The data retrieval system of claim 3 wherein the portable data storage device further comprises a data communication port that transfers the data from the portable data storage device to a personal computer.

The data retrieval system of clam 6 wherein the data communication port comprises a serial data port and further wherein the data is transferred via a data transmission cable to a serial data port associated with the personal computer.

8. The data retrieval system of clam 4 wherein the data request signal generated by the processor identifies a selected portion of the data and further wherein the controller responds to the data request signal by causing the selected portion of the data to be transmitted by the first transceiver to the portable data storage device.

The data retrieval system of claim 3 wherein the first and second transceivers are infra-red signal transceivers.

The data retrieval system of claim 3 wherein the first and second transceivers are radio frequency signal transceivers.

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1. The data retrieval system of claim 3 wherein
the first transceiver comprises a first serial data port,
wherein the second transceiver comprises a second serial
data port, and wherein the first and second serial data
ports are connected by a data transmission cable.

The data retrieval system of claim 3 wherein the data comprises internet data.

The data retrieval system of claim 12 wherein the internet data includes website URL data.

The data retrieval system of claim 12 wherein the internet data further includes information that identifies the website URL data as having been retrieved from the digital broadcast signal.

The data retrieval system of claim 3 wherein the digital receiver further comprises a digital television, and further wherein the television programming packet transmitted with the data packet is related to the data contained in the data packet.

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1/6	. The data	retrieval sys	tem of claim	15 wherein
the televisi	on programmi	ng packet com	mprises a tele	evision
commercial f	or advertisi	ng a product	and wherein t	the data
comprises in	formation re	lated to the	product.	

The data retrieval system of claim wherein the information related to the product comprises a URL for locating a website, and wherein the website includes further information related to the product.

The data retrieval system of claim 17 wherein the further information related to the product comprises a list of retailers that sell the product.

The data retrieval system of claim 1 wherein the further information related to the product comprises pricing information for the product.

20. The data retrieval system of claim 11 wherein the further information related to the product comprises a coupon for the product.

The data retrieval system of claim the wherein the data further comprises coupon data for the product.

The data retrieval system of claim 21 wherein the portable data storage device further comprises a data communication port that is adapted to transfer the data from the portable data storage device to a device that is adapted to store information on a smart card so that the coupon data may be transferred by the data communication port to the device for storage on the smart card.

23. The data detrieval system of claim 1 wherein the portable data storage device comprises a personal digital assistant.

The data retrieval system of claim 23 wherein the portable data storage device further comprises a display.

25. The data retrieval system of claim 23 wherein the portable data storage device is further adapted to receive and process telephone signals.

26. A personal digital assistant comprising: an input device and an output device; a memory; and

a controller, wherein the controller is arranged to read data at the input device, wherein the data at the input device is acquired from a digital receiver that receives the data in a digital broadcast signal, and further wherein the controller is arranged to cause the data to be stored in the memory and to cause the data to be transferred from the memory to the output device.

The personal digital assistant of claim 20 wherein the input and output devices are transceivers.

The personal digital assistant of claim 26 wherein the input and output devices are data ports.

The personal digital assistant of claim 26 wherein one of the input and output devices is a transceiver and the other of the input and output devices is a data port.

30. The personal digital assistant of	24 claim 26
wherein the digital receiver comprises a digital	television.
ff. The personal digital assistant of	claim 26
wherein the output device is adapted to transfer	the data to
a personal computer	

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A method of retrieving data transmitted in a digital broadcast signal comprising the following steps:

- a) acquiring the data from a digital receiver that receives the digital broadcast signal;
- b) storing the data in a memory that is separate from the digital receiver; and
- c) transferring the data from the memory to a computer that is separate from the digital receiver.

3. The method of claim 2 wherein the step of acquiring the data from a digital receiver comprises the step of acquiring the data from a digital television.

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The method of claim 32 wherein the step of acquiring the data from the digital receiver that receives the digital broadcast signal comprises the step of receiving the data at an input device from the digital receiver that receives the digital broadcast signal; and wherein the step of transferring the data from the memory to the computer that is separate from the digital receiver comprises the steps of a) transferring the data from the memory to an

output device, and b) transferring the data from the output

device to the computer that is separate from the digital

receiver; and further wherein the input and the output

devices are transceivers.

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The method of claim 32 wherein the step of acquiring the data from the digital receiver that receives the digital broadcast signal comprises the step of receiving the data at an input device from the digital receiver that receives the digital broadcast signal, and wherein the step of transferring the data from the memory to the computer that is separate from the digital receiver comprises the steps of a) transferring the data from the memory to an output device, and b) transferring the data from the output device to the computer that is separate from the digital receiver and further wherein the input and the output devices are data ports.

The method of claim 32 wherein the step of 1 acquiring the data from the digital receiver that receives 2 3 the digital broadcast signal comprises the step of receiving the data at an input device from the digital receiver that receives the digital broadcast signal; and wherein the step 5 of transferring the data from the memory to the computer 6 7 that is separate from the digital receiver comprises the 8 steps of a) transferring the data from the memory to an output device, and b) transferring the data from the output device to the computer that is separate from the digital receiver; and further wherein one of the input and output devices is a transceiver and the other of the input and output devices is a data port.

The method of claim 32 wherein the step of acquiring the data from the digital receiver comprises the steps of a) transmitting a data request signal to the digital receiver; b) causing the digital receiver to transmit the data to the memory in response to the data request signal; and c) receiving the data transmitted by the data receiver.

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